

## **Economic Issues Around Music Radio** *(particularly FM)*

### **Advertisements**

- average length of ad
- range of advertisement cost
- how many minutes per hour are advertisements
- airtime breakdown (ie. ads, news music)

### **Music**

- royalty cost to play a song
- types of royalty paid by a radio station to play a song
- method to determine how many listeners use their station

### **Business of Radio Stations**

- how they are owned and operated
- franchises?
- what is a typical staff level

### **Research Sources**

- Radio (music) primer
- Call Jim McGee at Earwax?
- Radio or broadcasting trade association data
- Media Alliance
- Public Library
- Informational phone interviews with radio DJ's and execs
- Internet Underground Music Archive